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(71) Applicant (for all designated States except US): **UCB, S.A.**
[BE/BE]; Allée de la Recherche, 60, B-1070 Brussels (BE).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **CHEN, Augustin**,
T. [US/US]; 893 Farmington Drive, Cheshire, CT 06410
(US). **LUI, Hui** [US/CN]; 64 Old Sawmill Road, Belcher-
ton, MA 01007 (US). **TERNORUTSKY, Leo** [US/US]; 56
Schuyler Drive, East Longmeadow, MA 01028 (US).

(74) Agent: **STRODE, Janelle, D.**; Lathrop & Gage LC, Suite
2400, 2345 Grand Boulevard, Kansas City, MO 64108
(US).

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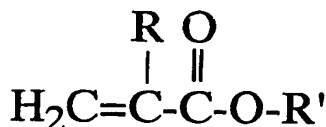
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(54) Title: REMOVABLE PRESSURE SENSITIVE ADHESIVES WITH PLASTICIZER RESISTANCE PROPERTIES



(57) Abstract: A removable, plasticizer resistant pressure sensitive
composition that is particularly useful for PSA applications on plasticizer
containing vinyl films is provided. The pressure sensitive adhesive
comprises: (a) at least one hydrophobic monomer; (b) about 0.2 to about
10 wt. % of at least one hydrophilic monomer; (c) about 1 to about 40
wt. % of one partially hydrophilic monomer (d) an effective amount of
a crosslinker selected from diallyl maleate or a compound represented

by the formula (I): (I), wherein R is selected from hydrogen, methyl, or ethyl, and R' is selected from vinyl, allyl, or methallyl;
wherein the pressure sensitive adhesive does not contain a plasticizer.

ATTACHMENT D